



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for  
Education UK exhibition 2015**

**24-25 January 2015  
Hong Kong**

# Introduction

The Education UK exhibition 2015 was attended by 7,300 visitors over the two days, who visited the booth of 29 UK schools, colleges and pathway providers, 79 universities, and three sponsors including IELTS. Feedback from the schools, colleges and universities attending was overwhelmingly positive. Seminars on various related topics such as university applications and subject options were held throughout the exhibition, and were also well attended, many with standing room only.

The topical seminars and large number of school exhibitors also attracted a lot of media interest, with reporters from top mass-circulation newspapers coming to attend the event.

British Council Hong Kong undertook a review of the fair to identify what went well, what did not go well, and the key 'lessons learnt' to inform future activities. With feedbacks from exhibitors and visitors, together with inputs from British Council colleagues, this post-event report presents the results of that review.

## This report includes:

This **Introduction** which aims to provide an overview of the report.  
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Key **Highlights** of the event including visitors numbers and profile as well as media exposures.  
Page 3 – 5

Details of the **Marketing** channel used to attract potential students, as well as parents to visit the fair.  
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Results of the **Visitor Feedback** survey which provide insight into how visitors think about our fair.  
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Results of the **Exhibitors Feedback** which provide comments and ideas for what went well, what did not go well, and opportunities for improvement.  
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**Future Steps** which British Council Hong Kong should consider.  
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# Highlights

There were - **96 BOOTHS, 102 INSTITUTIONS, 7,300 PARENTS & STUDENTS** attending the exhibition

6 media reporting the event

## EDUCATION

### Fewer HK students are likely to study in Britain

Amy Nip  
amy.nip@scmp.com

The number of Hongkongers studying in the United Kingdom is likely to fall for the first time in at least six years as local secondary schools produce fewer graduates.

In the 2013 to 2014 academic year, 14,725 Hong Kong students were registered in Britain's undergraduate and postgraduate programmes – an increase of 8 per cent from the previous year. This is typical of the trend for at least the past six years, according to the British Council Hong Kong.

The number of Hong Kong students who applied for undergraduate programmes in the UK for the year to September 2014 reached 7,195, an increase of 6 per cent year-on-year.

However, the upward trend could stop in the 2015-2016 academic year. As of last December,

the number of applications for undergraduate study dropped by 6 per cent.

"This decrease is expected, due to the falling number of HKDSE [Hong Kong Diploma of Secondary Education Examination] graduates from over 79,000 last year to 74,000 in the coming year," said Steve Corry, the council's regional business development manager for international education marketing.

The United Kingdom remains the top choice for Hong Kong students seeking higher education in English-speaking countries. For the academic year 2013 to 2014, Britain drew 46 per cent of overseas students, followed by 28 per cent to the United States, 18 per cent to Australia and 8 per cent to Canada.

A two-day Education UK exhibition will end today at the Hong Kong Convention and Exhibition Centre.

文憑試考生減少五千名 去年申負笈英倫港高中生減6%

【本報訊】香港文憑試考生人數，由去年的一萬四千八百名，減少至今年的一萬四千三百名，減少五千名。據英國文化協會表示，去年共有六千八百名香港學生申請赴英升學，較前年減少百分之六。

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學子家長逼爆英國升學展

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政改爭議下 家長送子女留學

【本報訊】英國文化協會昨起一連兩日在會展舉行英國教育展，提供英國升學資訊，不少家長和學生湧至取經，有中五生感嘆社會環境欠佳，即使一年後文憑試成績理想，也不會留港升學。

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升學展家長及學生踴躍

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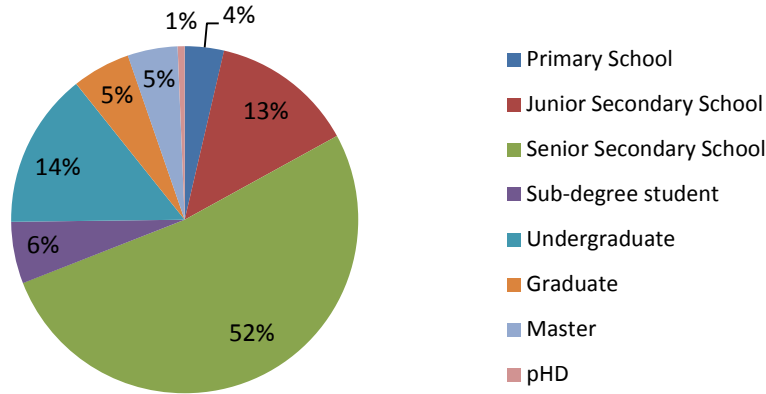
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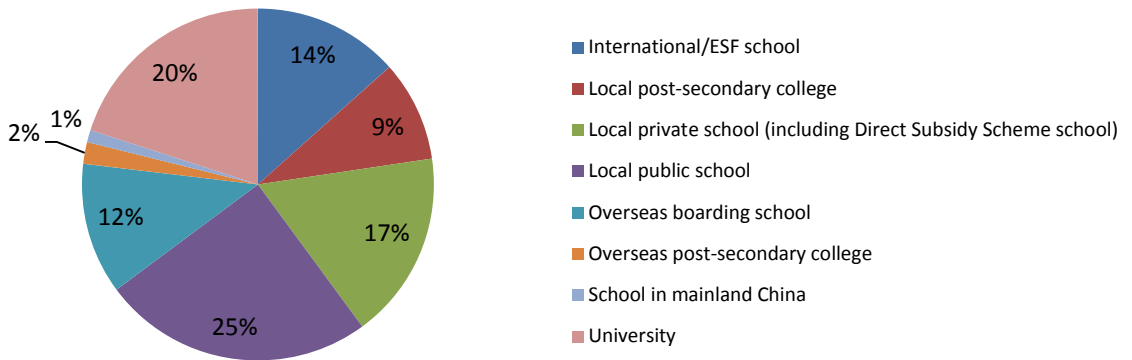
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## Visitors' profile

The visitors or visitors' child were **mainly from senior secondary school** –

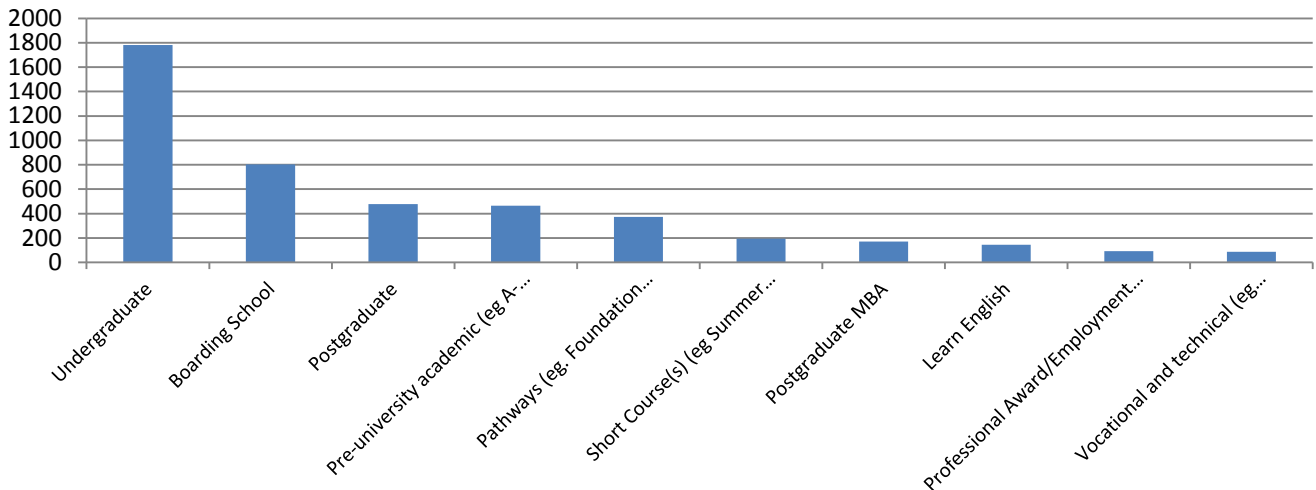


Around half of them attend **local public school or local private school (including Direct Subsidy Scheme school)** now:



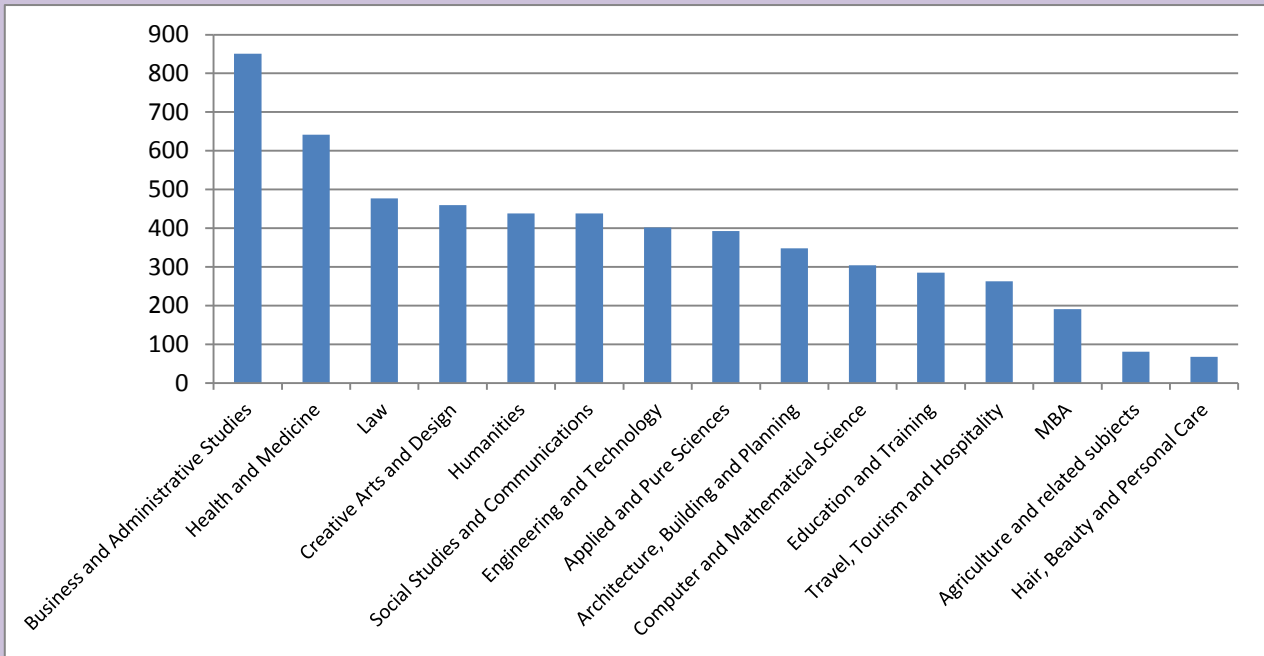
Many of them **were looking for undergraduate and boarding school**:

**No. of visitors: n = 2,937 survey responses**



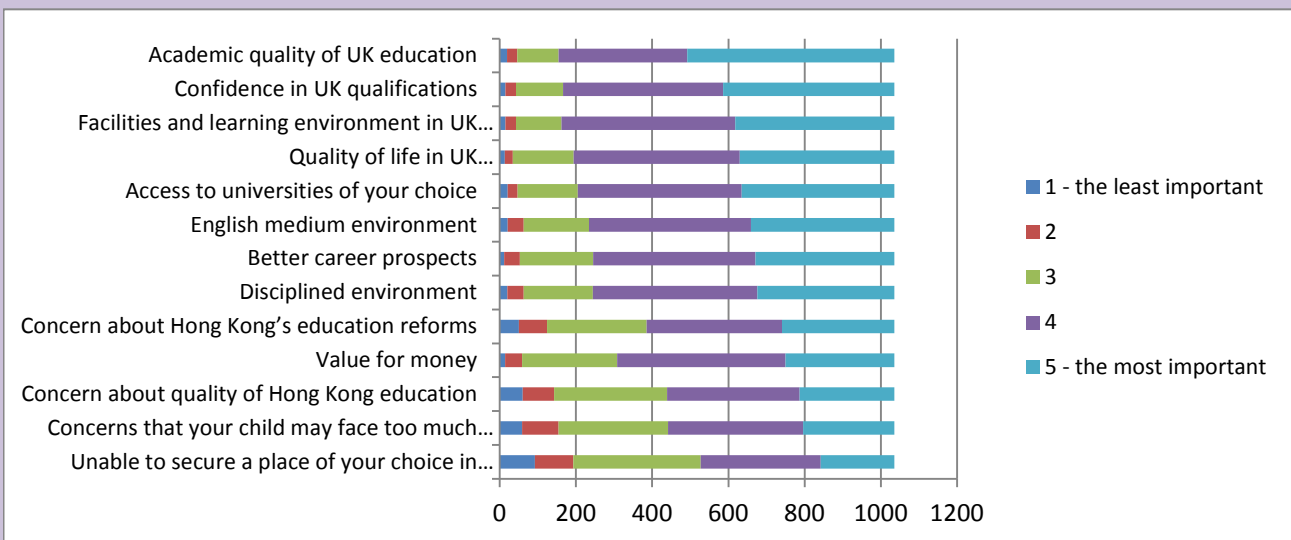
Visitors' preferences

Subject preference



While business is still the number one subject area of choice, the gap appears to have significantly narrowed to health & medicine and Law, with other areas in Creative Arts and Design and social sciences showing an increase in enquiries.

Motivation for considering UK education



**Academic quality** is the most important factor for considering UK education.



# Marketing

We spent more than

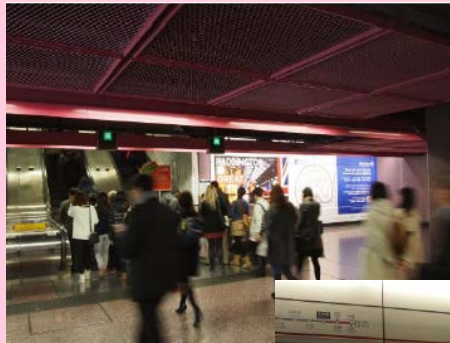
## HK\$1.4 million

on promotion

### MTR promotion



Print advert



Online

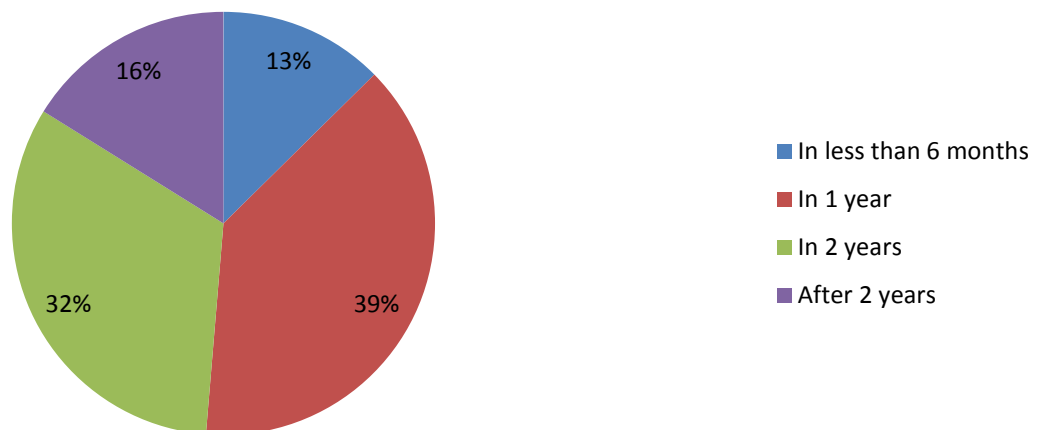


# Visitors' feedback

## Methodology

We distributed an online or printed survey to the visitors during the exhibition and the visitors could get a souvenir after completing the survey. The questions were designed to gather quantitative statistics as well as qualitative remarks on visitors reactions to our exhibition and the decision making process.

84% of the visitors considering to study abroad within 2 years



## Suggestions from visitors

### Requested seminar topics

- Law and financial support for international students
- What advantages does UK has in undergraduate studies over other countries
- Boarding school life and experience
- Career opportunities after graduation
- How to apply for UK Universities after UCAS deadline.
- Etiquette in the UK

### Key recommendations from visitors

- It would be much better if more schools could be involved
- Pay attention to those UK changes affecting overseas students, e.g. working visa required for pre-registration placement for overseas pharmacy students, and how universities can help them to overcome.
- Hold more subject specific seminars

# Exhibitors' feedback

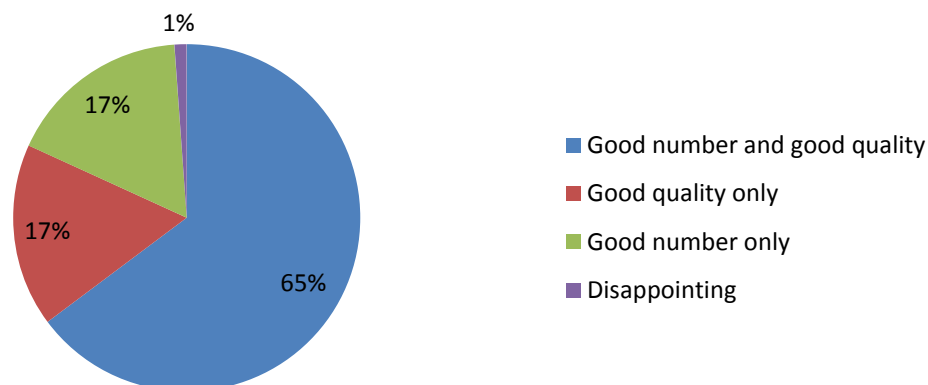
## Main compliments

- A thoroughly professional event
- Great event and organisation
- Very smart and helpful staff
- A very successful event

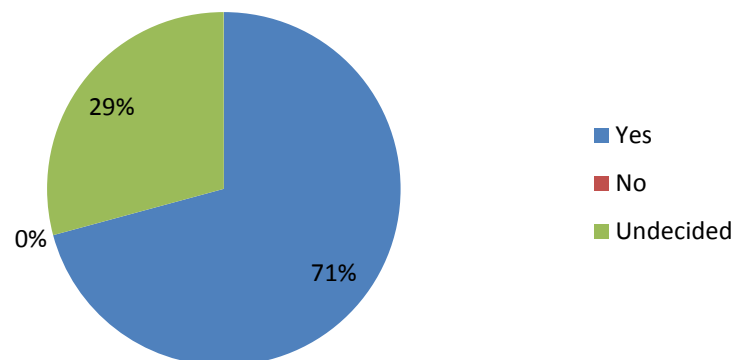
## Main complaints (*responses following page*)

- The fee is too high
- Scanner system was good but needs to be an option to record comments
- The new recording system is good but some of them are not working
- Too long hours

## What is your assessment of the visitors?



## Will the exhibitors be attending this event next year?





# Future steps

There are several areas that both British Council and the UK institutions can work on to improve the overall arrangement and outcomes of the exhibition. The main findings and recommended next steps are outlined below:

## British Council

- We have carefully considered the opening time of the exhibition - starting at 1pm, as mid-afternoon is the peak time for visitors. We realise that the last hour is relatively quiet, but this allows a winding down time to finish answering all enquiries. If we closed while the event was still busy at 6pm we would face greater criticism from unsatisfied visitors and exhibitors.
- The new visitor registration system is a new global initiative, and it is currently undergoing continuous improvement. In future, we will send the login details and a more detail user guide to all exhibitors at least one month before the exhibition and allow them to try the system in advance.

## UK institutions

- Students are looking increasingly for specialist subject information and their areas of interest are diversifying from the traditional business management subjects. It should be acknowledged that schools in Hong Kong, particularly those in the international and independent sectors, are becoming more sophisticated in the higher education counselling that they provide to students, as reflected in the higher quality visitors and the in-depth enquiries that they make. Exhibitors should therefore be prepared to provide in-depth information about courses and subjects offered by their institutions as well as general information about admissions.
- According to the visitors' survey, there were comments about the quality of the education agency representatives. So, before assign any local agents, it is suggested to do a background research about the agency company and conduct a briefing for agents before the exhibition.
- It would be useful to have at least one Cantonese speaker or HK student alumnus at the booth, in order to answer enquiries from parents or students who might not be able to communicate fluently in English.

## Appendix: List of exhibitors

Booth No.	Institute Display Name	Geographical Location
<b>Independent schools and colleges</b>		
3	Adcote School for Girls	Central England
6	Astrum Colleges	London
9	Bell Education Services	Eastern England
10	Bellerbys College	South East England
14	Bootham School	Northern England
19	Broadway Education UK	Central England
20	Brooke House College	Central England
23	Cardiff Sixth Form College	Wales
25	CATS College	Eastern England, London, South East England
26	Caterham School	South East England
26	Dauntsey's School	South West England
26	The Royal High School, Bath	South West England
32	Dulwich College	London
36	EF Academy International Boarding Schools	Central England, South West England
36	EF Education First	Hong Kong
49	Kaplan International Colleges	Central England, London, Northern England, Scotland, South West England
58	Longridge Towers School	Northern England
63	MPW Schools	Central England, Eastern England, London
66	Norwich School	Eastern England
78	The Royal School, Wolverhampton	Central England
79	Ruthin School	Wales
85	St Edmund's College	Central England
<b>Government Funded College</b>		
26	The College of Richard Collyer	South East England
<b>Further education colleges</b>		
25	Cambridge School of Visual & Performing Arts	Eastern England
27	City and Islington College	London
31	Leicester International Pathway College	Central England
41	Global Study Pass	London
43	Hartpury College	South West England
71	Pembrokeshire College	Wales
<b>Higher education institutions</b>		
1	University of Aberdeen	Scotland

[www.britishcouncil.org/siem](http://www.britishcouncil.org/siem)

2	Aberystwyth University	Wales
4	Anglia Ruskin University	Eastern England
5	University of the Arts London	London
7	Bangor University	Wales
8	University of Bath	South West England
11	Birmingham City University	Central England
12	University College Birmingham	Central England
13	University of Birmingham	Central England
15	Bournemouth University	South West England
16	University of Brighton	South East England
17	University of Bristol	South West England
18	Bristol, University of the West of England	South West England
21	Brunel University London	London
22	BPP University	Central England, Hong Kong, London
24	Cardiff University	Wales
28	City University London	London
29	Coventry University	Central England
30	University for the Creative Arts	South East England
31	De Montfort University	Central England
33	Durham University	Northern England
34	University of East Anglia	Eastern England
35	University of East London	London
37	University of Essex	South East England
38	University of Exeter	South West England
39	Falmouth University	South West England
40	University of Glasgow	Scotland
42	Goldsmiths, University of London	London
43	Hartpury College	South West England
44	Heriot-Watt University	Scotland
45	University of Hull	Northern England
46	Hult International Business School	London
47	Institute of Education	London
48	INTO University Partnerships (Foundation / Diploma / Graduate Diploma / Undergraduate / Postgraduate)	Central England, Eastern England, London, Northern England, Northern Ireland, Scotland, South West England
50	University of Kent	South East England
51	Kingston University London	London
52	The University of Law	Central England, Eastern England, London, Northern England, South East England, South West England
53	Leeds Beckett University	Northern England
54	Leeds College of Music	Northern England
55	University of Leeds	Northern England
56	University of Leicester	Central England

57	University of Liverpool	Northern England
59	Loughborough University	Central England
60	Manchester Metropolitan University	Northern England
61	The University of Manchester	Northern England
62	Middlesex University, London	London
64	Newcastle University	Northern England
65	Northumbria University, Newcastle	Northern England
67	Norwich University of the Arts	Eastern England
68	Nottingham Trent University	Central England
69	The University of Nottingham	Central England
70	Oxford Brookes University	South East England
72	Plymouth University	South West England
73	University of Portsmouth	South East England
74	Queen Mary University of London	London
75	Queen's University Belfast	Northern Ireland
76	Royal Holloway, University of London	Central England, London
77	RVC, University of London	London
80	University of Salford	Northern England
81	Sheffield Hallam University	Northern England
82	The University of Sheffield	Northern England
83	University of Southampton	South West England
84	University of St Andrews	Scotland
86	St George's, University of London	London
87	St Mary's University	London
88	University of Stirling	Scotland
89	University of Strathclyde	Scotland
90	University of Sunderland	Northern England
91	University of Surrey	South East England
92	University of Sussex	Eastern England
93	Swansea University	Wales
94	University of Warwick	Central England
95	University of West London	London
96	University of York	Northern England

**Other organisations**

A	The Bank of East Asia, Limited
B	Marsh (Hong Kong) Limited
C	IELTS